

**OHIO WATERWAYS SAFETY COUNCIL MEETING
A-2 CONFERENCE ROOM
FOUNTAIN SQUARE – BUILDING A
COLUMBUS, OHIO
MONDAY, MARCH 19, 2007**

<u>Waterways Safety Council</u>	<u>Division of Watercraft</u>	<u>Guests</u>
Tom Pascoe, Chairman	Mike Quinn	Alan Satterwhite
Jack Hern, Vice Chairman	Bill McGarity	Frank Jennings
Norm Schultz	Frank Meravy	Gary Branstetter
Jane Harf	Phil Miller	
Ann Swain	Todd Doncyson	
	Emily King	
	John Wisse	
	Tammy Terry	
	Deb Green	
	Janet Wolfinger	

CALL TO ORDER: Council Chairman Tom Pascoe called the meeting to order at 10:00 a.m.

APPROVAL OF MINUTES: Council Chairman Tom Pascoe called for approval of the minutes of the previous meeting held on October 23, 2006 at Fountain Square, Columbus, Ohio.

Motion to approve the minutes was made by Council Vice-Chairman Jack Hern, seconded by Councilman Norm Schultz, and approved by a quorum of the Council.

Council Chairman Tom Pascoe made an opening statement asking that we send a letter to former Councilman Rod Allen thanking him for his service to the Waterways Safety Council. Acting Chief Mike Quinn advised that we have prepared a letter and are having a plaque made to present to Rod.

FRANK MERAVY – Budget Update

Frank gave a brief update on the 2007. Registration and titling fees are running a little behind for the three-year period.

Federal grant numbers look good, but some of 2006 monies were received in 2007 making the dollars look high.

USCG grant is projected at 4.5 million.

Frank said he expects wages to increase this year.

Frank reported that the Motor Vehicle Fuel Tax income line continues to show healthy growth and tracking well. We should receive about the same as last year or maybe just a little better.

Councilwoman Ann Swain asked why the Adopt-A-Waterways Program was phased out. Frank explained the Division of Recycling and Litter Prevention chose not to provide the annual \$50,000 grant for the Adopt-A-Waterway Program starting FY2005.

Councilman Norm Schultz asked if the transportation bill had been signed. Frank said the governor signed the bill last week. We lost \$.02 per gallon.

Councilman Norm Schultz asked what the Division of Watercraft asked for in the budget. Frank stated we asked for a slight increase for Division of Parks and Recreation dredging to about 3.5% each year, which was basically for wage increase. It was noted that this is the first increase since 2004.

Frank mentioned we have not had a registration and titling fee increase in ten years, but was advised last summer not to ask for an increase.

Coast Guard grants are based on three factors: (1) everyone participates, (2) number of boat registrations, which did drop last year, and (3) how much money we spend. If registrations from canoes and kayaks are counted that should help our funding. With the Coast Guard performance indicators, there are many states that cannot commit and talk about dropping out. This would help our funding.

For the last Capital Budget we asked for an increase of \$1.1 million in capital funds between the RHEP and Access Grants. We have a lot of capital projects encumbered right now. Our cash balance is about \$22 million in the Waterways Safety Fund and \$4.2 million in the Marine Loan Program. The only project that is not making progress is Port Clinton and it has been pulled. No monies have been spent to fund this project. Currently, we have one application for the Marine Loan Program.

Council Chairman Tom Pascoe asked if a breakdown is available on how the \$3.715 million is spent on the Division of Parks dredging program. Specifically on how much is spent on payroll and equipment and how much is spent on actual dredging. Frank said he would obtain that breakdown for the council.

DEB GREEN - Legislation Issues

Council Chairman Tom Pascoe asked Deb to describe the term "Sponsored Testimony". Deb stated that this describes testimony offered by the individual that sponsors or introduces a bill.

Deb stated that a legislative proposal has been drafted by Senator Gardner's office in response to a request from the BOA. In part, the proposal amends Section 1547.75, to include the language, "all investment earnings of the fund shall be credited to the fund" in reference to the interest earnings of the Waterways Safety Fund. Deb said this language is identical to the last sentence of section 1547.55.

There was much discussion over this issue. Council members feel the department is not doing enough to protect these funds. Deb and Mike stressed this proposal does not provide any additional protection for the WSF. In order to protect the WSF from legislation similar to what was proposed during the last budget cycle a referendum to amend Article XII 5a of the constitution would have to be passed.

In addition, Senator Gardner's proposal amends Section 4513.20 to revise brake requirements for watercraft trailers.

Two bills of interest to the Division have been introduced. Senate Bill 113 proposes to amend section 4505.01 and enact section 4050.063 to apply the motor vehicle certificate of title law to trailers that weigh 4,000 pounds or less and are not farm trailers. Historically, similar legislation introduced in previous General Assemblies has not moved forward.

House Bill 21 amends Section 4511.213 to require drivers to move over or slow down for all public safety vehicles, not just emergency services and law enforcement. The Division has submitted a legislative proposal to establish a similar Safety Zone for Public Service Vessels and asked that it be considered as an amendment to HB 21. The proposal will require boat operators to reduce their speed to no-wake or keep a 100-foot distance from a public service vessel or law enforcement vessel when actively engaged in enforcement or service.

Other legislative proposals submitted by the Division include revisions to sections 1547.14, 1547.24, and 1548.05.

The proposal to amend Section 1547.24 would allow the use of a Type V personal flotation device (PFD) by children. This is a swimsuit style life jacket designed to be more comfortable and better suited to the activities of children.

The proposal to amend Section 1547.14 is intended to correct apparent errors in the ORC by changing the reference to "bays" from the Ohio River to Lake Erie and to restrict skiing in harbors and anchorage facilities. Currently the law specifically allows skiing in the harbors and anchorage facilities of Lake Erie and the Ohio River. Discussion took place regarding current and appropriate use of harbors as well as the scale and impact of the proposed legislative amendment.

The Council moves to recommend to the Chief of the Division of Watercraft that proposed legislation to 1547.14 be further examined before moving forward. Vice Chairman Jack Hern seconded the motion and was approved by a quorum of the Council.

The proposal to amend section 1548.05 clarifies what information is required on a manufacturer's certificate of origin. The proposal was drafted in response to changes in industry practice.

A question regarding the application of recent changes to the Carrying Concealed Weapons (CCW) law to watercraft was raised. The revised law states that firearms do not have to be in a

locked box in a motor vehicle. Deb replied that because of previous interpretations, we should assume that the law applies equally to watercraft and motor vehicles, but we should expect an AG opinion on this.

PHIL MILLER – Resource Planning

Cooperative Boating Facility Grants – The process was delayed until after the capital budget was approved in January. We made a recommendation to the administration on this grant program for FY2006. There are a total of 13 projects. We will be going to the controlling board on April 9, 2007 asking for \$3.6 million in grants. Total project cost of all CBFG is \$8.5 million.

Phil pointed out there are six projects funded for the Division of Parks and Recreation for approximately 58%, about \$2 million.

The largest project is Middle Bass Island for a total \$1.1 million grant approval. This specific allocation will go toward the marina entrance improvements.

Another project is Geneva State Park for the development of a transient dock.

Al Satterwhite asked if there would be any interruptions. Phil stated engineering determined whether or not we could keep part of the marina opened. It was determined it would cost approximately \$1.5 million more to do this. So it was decided to have some boating season, which would be 2008 in the dry and it would reopen in 2009.

Phase one for the entrance and marina basin is estimated to cost \$4 million. Phil said we have entered into an agreement with Lake Erie Utilities for wastewater and water treatment. This is estimated to cost \$3 million. The breakdown includes \$1 million for Lake Erie Utilities for management and operation, \$1 million for an above ground water tank and \$1 million for a water distribution system.

Phil showed the council a layout of the basin. He pointed out the new entrance to the north. The first string of docks is for the Middle Bass Island Yacht Club. They will be responsible for their own docks. The largest of the docks will be in the center. There are approximately 345 docks, which is very close to the target of 350. The docks themselves will go out as a separate bid from the basin. This should be a cost savings by not having the same contractor that's doing the basin and entrance. Current budget allocation for the project is about \$13 million.

Councilman Norm Schultz asked where we stood on permits. Phil reported that all permits are in hand. The Environmental Assessment (EA) is complete. The final EA was published on the website approximately 30 days ago. Bids are due in April, then to the controlling board. The target date is late August early September to break ground. We will close the entrance after Labor Day, dewater it, and then move forward. The Division of Wildlife will build a habitat for the snakes. Phil said they will build a small observation deck for the public.

Vice-Chairman Jack Hern thanked Phil for all the hard work on this project.

RHEP Grant Program – Phil reports there are two projects this year. The Vermillion Port Authority project for excavating on the Vermillion River was awarded a total of \$350,000 and an Ohio River project at Ginat Run, which is adjacent to Holiday Point Marina and a public launch ramp. Phil said he looks for the Scioto County Commissioners to submit a Cooperative Boating Facility Grant for the launch facility, make improvements to the parking lot and redo the ramp. This grant project is \$282,000.

Al Satterwhite asked what the scoring scale is for this grant program. Phil said it was adjusted last year and will be adjusting it again this year. Phil said this year he would like to look at this program funding non-traditional dredge projects. For example: The city of Sandusky is building a marina. They need to excavate material out and put it somewhere. It is dredging but “dredging in the dry”. Our current scoring criteria does not allow evaluation, competitively, with projects done “in the wet”. Phil said we should look at one-time dredging projects that could benefit from this program.

Councilman Norm Schultz asked about grant money requested and amounts awarded. He asked for clarification for grant applicants receiving more than they asked for. Phil stated sometimes when an applicant applies for grant money they are unaware of all that may be involved for the completion of a project and are not financially capable of funding it. If the project is a good project and will benefit the recreational boater, fund the project through completion. Phil also mentioned that there are times an applicant will ask for funding and we award less than requested. This may involve projects that are not necessary; therefore, they get less than requested. Sometimes it's necessary to do development in phases depending on the total amount of the project. If you're over a million dollars, sometimes you have to do phase developments because that's the only way they can afford it locally. With some of the smaller projects it's smart business to have one contractor come in and do the project in one phase.

Vice Chairman Jack Hern asked if we are involved in the proposed Caesar Creek marina project. The Division of Parks and Recreation, Division of Engineering, and Division of Watercraft are working together to look at a feasibility study. This will be paid by the Division of Parks and Recreation. By the end of this year, the consultant will have completed the study to know whether or not it would be feasible. Phil said he believes it would be feasible but will have a significant cost to infrastructure development. The Division of Parks is trying to get a handle on what this will cost.

There were additional comments from council as to why the Division of Parks and Recreation is receiving more funding than they asked for and why we are funding more Parks projects. Councilman Norm Schultz suggests that the Division of Parks and Recreation projects are receiving favorable priority over other entities.

Deputy Chief Bill McGarity responded by saying our engineer, Dave Kieffer, evaluates the projects and knows what the cost is to complete a project more than a state park manager would know. Also, Julie McQuade had been managing this program for nine years and has a thorough understanding of what is involved. It doesn't make sense to fund a partial project this year and

have to wait for the next year for more funding. If the money isn't used it stays in the Waterway Safety Fund.

Councilwoman Ann Swain asked if we should expect the person requesting for the grant to be more detailed on project. Phil responded saying we try to provide technical advice to all our applicants. Some applicants try to find what the costs involved really are. Typically and admittedly, the Division of Parks and Recreation does not. We do not spend a lot of time with them in the preliminary stages because we do not have the human resources and engineering to do that. Therefore, we ask them to submit their projects regardless of the accuracy. Once the application is received and scored, if we can see that the numbers they requested are simply not high enough to complete the projects we make the adjustment.

Phil stated the scoring criteria does not include the dollar amount of the project but the benefit to the recreational boater. Phil said one area he is trying to improve upon and another component he feels is very important is the cost value for any boating access project.

Motion was made by Councilman Norm Schultz to recommend to the Director of the Ohio Department of Natural Resources and the Chief of the Division of Watercraft that the entire process of determining the recipients and amounts of the Cooperative Boating Facility Grants be reviewed in light of the current decisions to fund most project requests from the Division of Parks and Recreation at an average 50% more than requested, while most awards made to non-Parks applicants were not granted on a similar basis which has resulted in other deserving grant applications being denied entirely for lack of available funds. The motion was seconded by Councilwoman Ann Swain and approved by a quorum of the Council.

Port Clinton Update – Phil reported Port Clinton did not get their agreement to execute the contract. All other contracts were executed months earlier. They did not provide us with the proper documentation to allow us to execute the actual contract therefore the director chose to pull the contract. Apparently, they are moving ahead with the marina project. We have informed and encouraged them to reapply. We still believe the project is a worthwhile project. Acting Chief Mike Quinn stressed we made numerous attempts to have them give us the information we needed and what was required by the grant. They simply refused to comply. Phil concurred saying not only did they refuse but also that the information they did provide was not information we requested. Therefore, due to nonconformance, we did not execute the agreement.

New Office Update - We are looking to have new offices for Portsmouth, Sandusky and Ashtabula. We currently have a consultant selected. We are finalizing negotiations with that consultant on their fees. Once we have the fee amount, we will go to the Controlling Board in early May for the design and engineering for Portsmouth and Ashtabula. Sandusky is not included because we do not have a specific site yet. We have changed our site criteria and looking inland because of the availability and cost of property.

There has been some discussion of partnering with the Division of GeoSurvey and the Division of Coastal Management. We have asked them to put together specific proposals of what their

criteria and what their needs are for office development and how much they would be willing to put towards the project. That information is due Wednesday, March 21, 2007. If they cannot provide what we believe to be a reasonable investment we are prepared to move forward without them.

Glass City Marina – Phil gave a brief overview of the transient facility project. We funded approximately \$265,000 from the Boating Infrastructure Grant Program from the federal government.

TAMMY TERRY – Boating Statistics

Tammy passed out a statistical report to all in attendance. The recreational vessel registration comparison from 2003 to 2006 shows a decrease in total (numbered) watercraft registrations. On the other hand, alternative watercraft registrations (hand powered vessels), which were implemented in 2002, show increases. For alternative watercraft registrations, there was an increase of 28% from 2005 to 2006, and an increase of 223% since 2003. Some of the “loss” from the standard (numbered) watercraft registrations appears to be offset by these increases in alternative vessel registrations. The overall loss in watercraft registrations from 2005 to 2006 was 0.05% (226 vessels). The decrease in watercraft registrations from 2003 to 2006 was 1.37% (5,722 vessels). The figures show that watercraft registrations peaked in 2000 at 418,701 vessels, then show a slight drop over subsequent years. Power boat registration totals since 2005 show a drop of 1,980 vessels, which is 0.7%. This is a higher percentage than the total drop. Since 2003 there has been a drop of 9,360 vessels in this category (3.2%). The numbers show the drop is primarily in smaller power boats (under 16 feet in length).

Registration Boat Types Other Than Motor Boats - canoes and kayaks increased 8.5% from 2005 and 16% from 2003.

There was a smaller increase in personal watercraft, up 1% from 2005 and 2.5% from 2006. The national trend shows nationally it is going up faster than that, but Ohio does not appear to be following the trend.

New boat registrations (never having had an OH number) for 2006 show no real trend in overall numbers. New boat registrations are down about 100 from 2005 and slightly down from 2003. There has been an increase in the number of new canoes/kayaks being registered; this number has increased 27% (1587 vessels) since 2003.

Another breakdown Tammy gave was for watercraft registrations by county and year. Tammy handed out a map showing trends by counties. The trend for losses from 2005 to 2006 is mostly in the Akron/Canton area (32% loss), Cleveland Metro area (29%) and Ohio River Valley area (20%). Eighty-one percent of the total statewide loss occurred in these three areas. It is suspected that movements from metro areas to the suburbs (e.g. Franklin County to Delaware County) could account for this trend.

Vice Chairman Jack Hern asked if the lack of boating facilities have an affect where the drops in registrations are occurring. He stated he felt there might be a need for a new lake to offer boaters

to stay in Ohio. Tammy mentioned we would be conducting the boater satisfaction surveys in the fall. This may give more insight to this issue. Vice Chairman Hern said southern Ohio marine dealers are developing a map of the Ohio River and where to boat locally. He stressed he believes this could be a major concern.

CHERYL NNADI – Human Resources

Cheryl reports our human resource staff is working on recruitment for Watercraft Officer Cadets. We are looking to hire 22 cadets in January 2008. We are advertising in Cleveland, Columbus, Cincinnati and Toledo areas. We are also attending the Law Enforcement Career Fair at the State Highway Patrol on April 14th and will be sending out fact sheets to all field offices, colleges and universities to distribute.

Teresa Waller discussed the fact sheet designed for recruitment. She mentioned we have received many inquiries at boat shows and other events and felt this might be a good way to get the word out. These will also be mailed out to interested individuals. We have also designed a poster to be distributed to the field offices.

John Wisse advised council of the two-minute recruitment video being made to put on our website. There will be a five-minute video on a DVD to show at field offices and recruitment events. If requested we will send out copies of the DVD.

The Outdoor Radio Notebook, a 60-second daily radio segment ODNR produces is sent to 170 stations every week. We will do a segment that will tie in with our recruitment efforts along with press releases.

Teresa explained the timeline involved with the recruitment, conducting background checks, and hiring for the academy training in February. They will receive four (4) months training at Ohio Police Officer Training Academy (OPOTA). They then receive six (6) weeks training for Watercraft knowledge by Watercraft officers. Once they start at OPOTA, they are on payroll.

Vice Chairman Hern voiced his concern and opinion of the State Highway Patrol being harsh and rigid and how this might be carried over to Watercraft officers during their training at the Academy, and this might not be the attitude we want our officers to portray to Ohio boaters. Councilwoman Swain countered with her opinion saying she felt State Patrolmen were very kind and courteous. Acting Chief Quinn reassured council we want the Academy to teach with a professional attitude however they teach and give the necessary information to obtain a state certified peace officer certificate. Mike stressed the new Watercraft officers will then be trained by seasoned Watercraft officers; to learn our culture and what we expect for our boaters. Mike said we have had a few problems in the past with unprofessional behavior from Watercraft officers which has resulted in resignations or terminations. Deputy Chief McGarity said out of the last class that attended OPOTA in 2000 we have a 90% retention rate.

BILL MCGARITY – Registration & Titling

Bill advised council we are working to develop a contract with a vendor to sell alternative registrations in all field offices. Currently we can only sell alternative registrations in Central Office and over the Internet. The contract will cost approximately \$20,000 to make some modifications to the Watercraft Information System (WIS). We hope to have this contract by June 1.

Electronic renewals are keeping pace with 2006. It appears when E-Renewals are up mail renewals are down so we're not gaining in both areas at the same time. Overall the numbers are still about the same.

Sales in the field are up about 3% over the same time last year. The number of HIN inspections are down about 20%. Reduced manpower has affected officers in the field.

Council Chairman Pascoe asked if we are looking for any fee increases for registrations. Bill responded by saying we can prepare now for something down the road. We do not want to wait until the Waterway Safety Fund is low before asking for an increase. He suggested we prepare and advise Administration of our intentions. It was estimated there have been no increases since 1996.

The Waterways Safety Council recommends to the Director of the Ohio Department of Natural Resources and the Chief of the ODNR, Division of Watercraft, that the Department and the Division seek an increase in Ohio watercraft registration fees, including an increase in corresponding Deputy Registrar processing fees, as soon as possible. Motion by Norm Schultz; Second by Jack Hern; All in favor.

MIKE QUINN

Mike informed council we have been approached by Gander Mountain to enter into a partnership to conduct OBEC in all nine (9) Ohio stores along with safety and education displays. This is a great way to reach Ohio boaters to provide them the education needed. They are willing to publicize and give us the room necessary to conduct classes. Region managers and area supervisors have been advised to contact their local Gander Mountain to arrange classes. In addition, they have asked to be boater registration agents in their store locations.

OPEN DISCUSSION

Councilwoman Ann Swain - asked to address the group of a concern of a landfill near where she lives and if the Division of Watercraft has any information about this. She passed out newspaper articles about the landfill. She reports this landfill of hazardous aluminum waste is burning underground which may affect water sources near Ms. Swain and within a mile of the Tuscarawas River. The waste is being sent to an Alliance landfill and overflowing it causing excess to be dumped into the Mahoning River. This waste is considered to be hazardous and the EPA has said to shut it down, but that has not occurred yet. She asked if the Division of Watercraft was aware of the situation. Mike advised that this is the first it has been brought to his attention. Council Chairman Pascoe asked for Chief Quinn to look into the situation to see if he can find out more information.

Councilman Norm Schultz - Announced the annual BAO is scheduled for next Tuesday, in Columbus and all are invited. Director Logan is a speaker at the conference, as well as members from Ohio House and Ohio Senate. Mike advised there would be a few from the Division of Watercraft attending the conference.

Frank Jennings – Coast Guard’s Great Lakes Mounted Automatic Weapons Training Initiative. Frank reports the U.S. Coast Guard has withdrawn their formal request for proposed training. The original proposal was for machine gun live fire exercises on the lake to train their officers. There a concern for the safety of boaters and how they would get the word out. Frank said this is also a Clean Water Act violation. Because of the objections to training in the areas and concerns over pollution and safety they chose to withdraw their proposal with an alternative plan to train crews and get them qualified to do their job on the lake. In essence, they are going back to the drawing board to come up with a new proposal providing they get congressional support in Washington.

Frank reported they have started some training this week in Fort Knox, Kentucky. They are trailering their boats there to weapons train on the water.

Project Deep Water is a major project to replace all the patrol boats in the fleet. Frank said this is a huge 25-year project.

Frank gave a report on a conference he attended in San Antonio, Texas for the International Boating & Water Safety Summit March 5th. Representatives from various agencies were present. Various topics regarding boating safety was discussed.

TODD DONCYSON – LE/SAR

Todd passed out information and gave a report on basic training planned at Ohio State Patrol Academy. Academy start date is scheduled for February 4, 2008. Graduation date with their OPOTA certification is June 6, 2008. They will have a four day weekend then begin our Watercraft Academy on June 11, 2008 with graduation on July 18, 2008. OPOTA training is estimated to cost \$2500 per person which includes meals, boarding and classroom instruction. Cadets are “hired” by the Division of Watercraft and on probation during this period.

Todd reported he is trying to get an MOU from Columbus State Community College for the cadets to receive 41 Criminal Justice credit hours towards their college degree. There would be a \$50 fee paid to Columbus State plus the cadet would have to take one class through Columbus State, which they would receive credit hours for the course.

Watercraft uniform costs per officer are approximately \$5,000. Cadets will not have nor wear a Watercraft uniform during their OPOTA training. They will wear a standard uniform with a DNR Watercraft patch. It is estimated we will have to conduct 100 background investigations to get 22 new cadets.

Council Chairman Tom Pascoe asked about having cadets pay for training and signing an employment contract. Mike said he is not opposed to looking into this possibility with our legal department, however, this is one reason the division went with fulltime officers instead of part time; to encourage them to stay and not look elsewhere for fulltime opportunities. Our hope is to recruit people that want to be watercraft officers.

It was suggested we schedule the March 2008 Waterways Safety Council meeting at the Ohio Patrol Academy.

Todd gave a brief update on the Akron man indicated for murder from a fatality occurring in 2002. He has been charged with Voluntary Manslaughter and Aggravated Vehicle Homicide. It appears this was a domestic issue. Sam DeWalt was the investigator on this case. Mike praised Sam and other Watercraft personnel of their abilities and desires to produce quality. Hopefully a murderer will not go free.

Fatalities Statistics for 2006 – Todd pointed out the trend points to middle aged males (average 41 year old) in 14-foot boats. There were 10 of the 11 fatalities were in the capsized and falls overboard category. Six the 11 fatals were in Northeast Ohio. Five fatals occurred in rowboats, canoes and kayaks. The majority involved not wearing lifejackets or wearing them incorrectly. Small lakes and waters seldom heard of continue to be an issue. Most are private access lakes or ponds. There was only one fatality on Lake Erie; July 15, 2006.

Reportable Boating Accidents – The top three reporting counties were: Cuyahoga County, 16; Erie County, 13; and Delaware County, 12.

JOHN WISSE – Public Information

Public Service Announcements – John discussed the PSA's that will be used this year; *Wear the Gear, Operation Overboard, Lifejacket* and *Choices*. John played *Wear the Gear* and *Choices* for the group to hear. John said one of the changes this year for PSA's is they will not run on Mondays, Tuesdays, Wednesdays or Thursday mornings, but will run primarily on weekends when boaters are more apt to be out on the water. He said we will do the same with the TV campaign in May.

John said we do our media campaign in three phases: 1) We start this time of year, at the end of March, when the ice melts the boaters are on the water. We've had Watercraft patrols on the water for ten days in different locations throughout the state. Therefore, we spend 15-18% of our media buy on this *Operation Overboard* campaign on the weekends from late March through April to target the early season boaters who we feel are at higher risk for hypothermia fatalities. 2) 62% of the media buy this year will be concentrated in the month of May due to National Safe Boating Week, Memorial Day weekend, and May is traditionally the start of the summer boating season. 3) The final campaign is typically around the July 4th; approximately 15-20% of media money is spent in July and August. This year will focus on alcohol and boating. The radio market will carry the 15-second "*Choices*" radio ad and some will carry the 30-second "*Wear the Gear*", which is based on a professional racing theme. This will be the lifejacket campaign this year. The idea is focusing on activities that involve wearing safety gear and equipment as part of

that activity. We will use the U S Coast Guard's TV PSA called the LaBonte Racing Family which will also tie in with our "Wear the Gear" radio ad.

EMILY KING – PI&E

Education Grants – We received 44 grant requests and awarded more than \$364,000. Emily explained we used a competitive scoring process weighing objectives and goals. Emily passed out a list of grant recipients. The group briefly discussed the grant requirements of those that were met and not met.

Emily said Janet Steele, web designer, is working with a content manager for the website. Emily explained there were 25 pages that needed to be changed. This is estimated to go live in May but may not due the extent of the changes that need to be made.

Rob Lucas is working with the Orchard Group and Nationwide Insurance for the marketing campaign. Nationwide is providing 500 ramp signs. Rob is working on creating a list of those ramps most frequented. These will be posted before National Safe Boating Week in May. If they are effective we may be able to put up more signs.

Education certificates issued are up over last year. Last year was a record year of 10,000 certificates, so this year our goal is 11,000. Emily reports we have received no negative feedback since starting the boating education program.

JANET WOLFINGER – Housekeeping Issues

The second quarter Waterways Safety Council meeting will be held Monday, June 18, 2007 at Maumee Bay State Park Watercraft Office. Janet will send directions to everyone.

ELECTION OF OFFICERS

Councilwoman Ann Swain made the following motion:

Move to re-elect Tom Pascoe as Chairman of the Waterways Safety Council.

This motion was seconded by Councilman Norm Schultz, and approved by a quorum of the Council.

Councilman Norm Schultz made the following motion:

Move to re-elect Jack Hern as Vice-Chairman of the Waterways Safety Council.

This motion was seconded by Councilman Norm Schultz, and approved by a quorum of the Council.

ADJOURNMENT: Motion to adjourn was made by Council Chairman Tom Pascoe, seconded by Councilman Norm Schultz, and approved by a quorum of the Council.